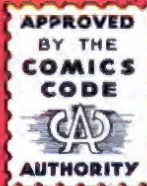


ARCHIE
SERIES

Archie's Pal



12c

NOV.

NO.
90

Jughead



Male or Female

MINIATURE DOG at NO COST!

This is our way of getting acquainted. This cute, loveable, young Miniature Dog needs a home. It is so tiny you can carry it in a pocket or hold it in one hand, yet is so intelligent it is almost human. A reliable watch dog as well as a loyal and affectionate pet. Simply hand out or mail only 20 get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. I enjoy my own tiny pet so much that I'm sure you'll love one too. Please send me your favorite snapshot, photo or Kodak picture when writing for your Miniature Dog. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival and I'll send you the "Movietone" frame at no extra cost. Your original returned. Also include the color of hair and eyes with each picture, so I can give you our bargain offer on a second enlargement artfully hand colored in oils for greater beauty, sparkle and life. Send today for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Limit of 2 to any one adult. Mrs. Ruth Long, Gift Manager.

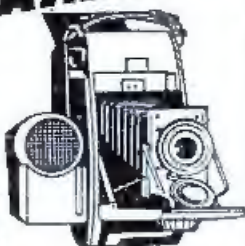


Will
You
Give
Me A
Home?

SUPPLY LIMITED

DEAN STUDIOS (Our 25th Year) • Dept. X-515, 913 Walnut St., Des Moines 2, Iowa

Amazing, NEW, 10 Second POLAROID CAMERA at NO COST!



To get acquainted, I'll send you this amazing Polaroid Camera that you've seen advertised everywhere. In 10 seconds, have beautiful pictures of your loved ones, friends, scenery, etc. Simply hand out or mail only twenty get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. You'll love your new easy-to-operate Polaroid, and the pictures it takes, as I do mine. Please send me your favorite snapshot, photo or Kodak picture when writing for your Polaroid Camera. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival. Your original returned. Also include the color of hair and eyes with each picture so I can give you our bargain offer on a second enlargement hand-colored in oils for greater beauty, sparkle and life. Limit of 2 to any one adult. Send today for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Our supply of Polaroid Cameras is limited. Mrs. Ruth Long, Gift Manager.

DEAN STUDIOS

Dept. X-516 • 913 Walnut Street • Des Moines 2, Iowa

NEW, Tiny, Powerful BULOVA RADIO at NO COST!



To get acquainted, I'll send you this superbly built Bulova super-powered 7-transistor "Jum-Jum" portable radio. Guaranteed one full year. Features precision tuning and jewelry styling. Simply hand out or mail only twenty get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. I get so much enjoyment from my beautiful Bulova transistor radio that I'm sure you would love one for your home, too. Please send me your favorite snapshot, photo or Kodak picture when writing for your Bulova radio. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival. Your original returned. Also include the color of hair and eyes with each picture so I can give you our bargain offer on a second enlargement hand-colored in oils for greater beauty, sparkle and life. Limit of 2 to any one adult. Send today for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Our supply of Bulova radios is limited. Mrs. Ruth Long, Gift Manager.

DEAN STUDIOS

Dept. X-517 • 913 Walnut Street • Des Moines 2, Iowa



**SUPPLY
LIMITED**

PLEASE GIVE ME A HOME at NO COST!

Your NEW Real, Live MINIATURE MONKEY

This cute, little, Miniature Monkey needs a home. It is so small you can carry it in your pocket or hold it in one hand. To get acquainted, I'll send you this live, loveable Miniature Monkey. Simply hand out or mail only 20 get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. I enjoy my tiny pet so much that I'm sure you'll love one, too. Please send me your favorite snapshot, photo or negative when

writing for your Miniature Monkey. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival. Your original returned. Also include the color of hair and eyes with each picture so I can give you our bargain offer on a second enlargement artfully hand colored in oils for greater beauty, sparkle and life. Limit of 2 to any one adult. SEND TODAY for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Our supply of Miniature Monkeys is limited. Mrs. Ruth Long, Gift Manager.

I would like to receive the Miniature Monkey. Please send me premium letter and 20 coupons to hand out free. Enclosed find..... snapshots or negatives for enlarging. (Limit of 2).

Color of Hair.....Color of Eyes.....

Name.....

Address.....

City.....State.....

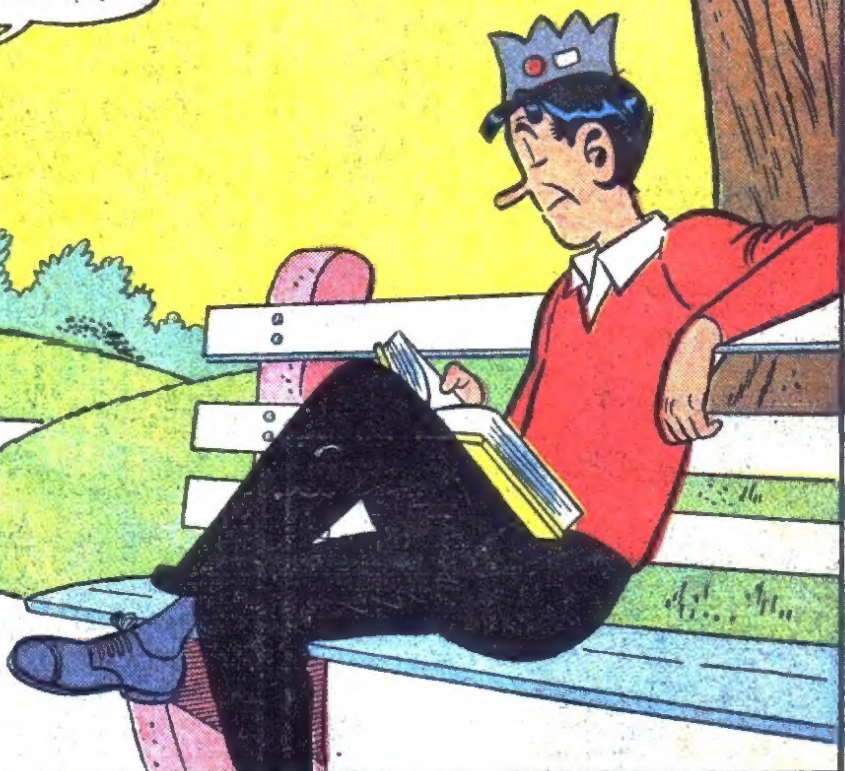
DEAN STUDIOS

DEPT. X-518, 913 WALNUT STREET
DES MOINES 2, IOWA

jughead

PLAYBACK

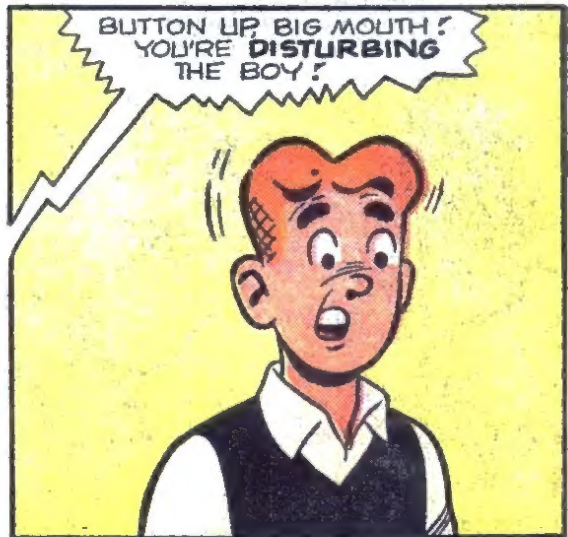
HI, JUG! WHAT
ARE YOU
READING?



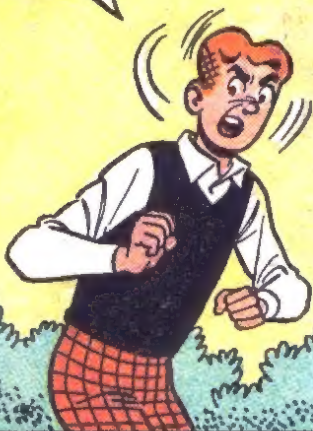
HEY! JUGHEAD!
I'M TALKING TO
YOU!



BUTTON UP BIG MOUTH!
YOU'RE **DISTURBING**
THE BOY!



WHO SAID THAT?
WHO CALLED ME A
BIG MOUTH?

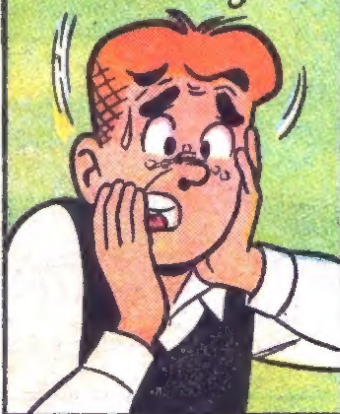


THAT'S NO PIN HOLE YOU'RE
BELLOWING THROUGH!

SON OF
A GUN!



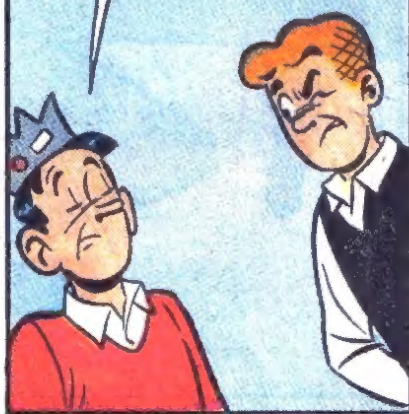
I'M GOING FLAKY!...
IT SOUNDED LIKE
THE TREE WAS
TALKING!



HEY!
JUG!



HUH? DID
YOU CALL
ME, ARCH?



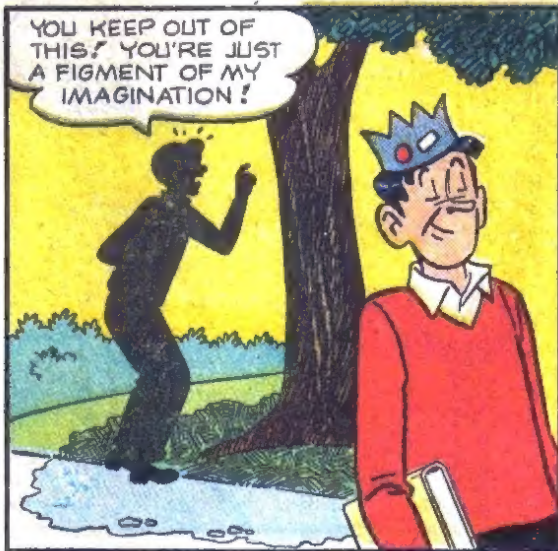
I THOUGHT
YOU WERE TALKING
TO THE TREE!

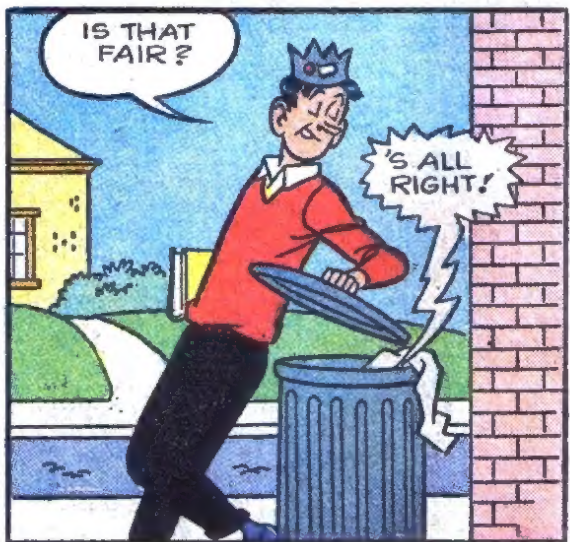
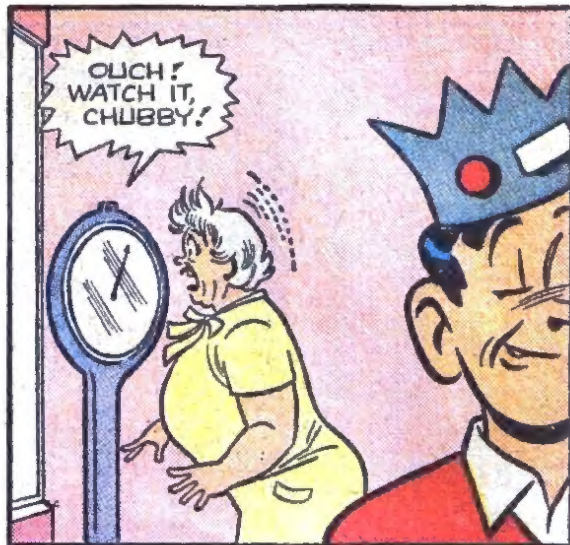
DON'T
BUG
ME,
MAN!

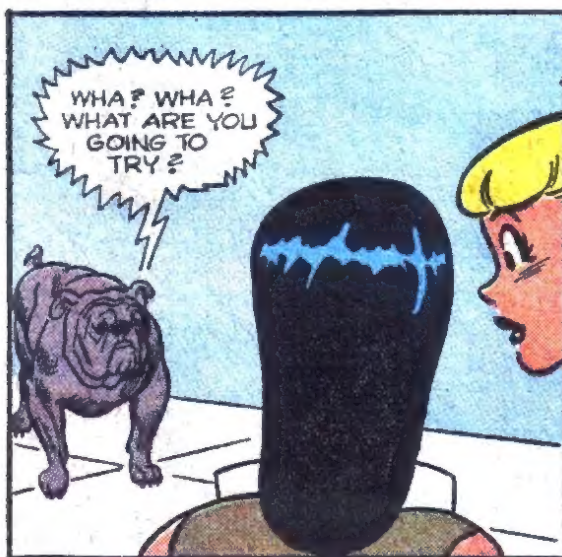


PLEASE! DON'T MENTION
THOSE LOATHSOME CREATURES!

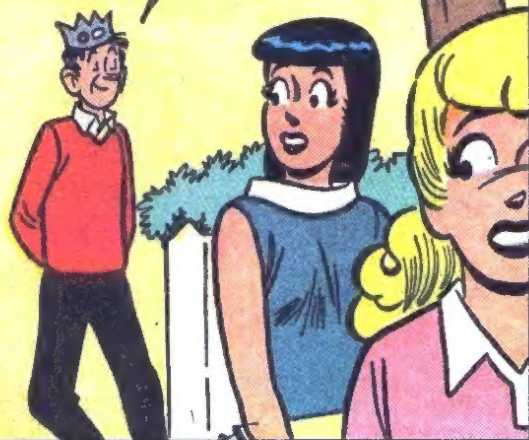








ER... EXCUSE ME, BUT
WERE YOU TWO WEIRDOS
TALKING TO A DOG?



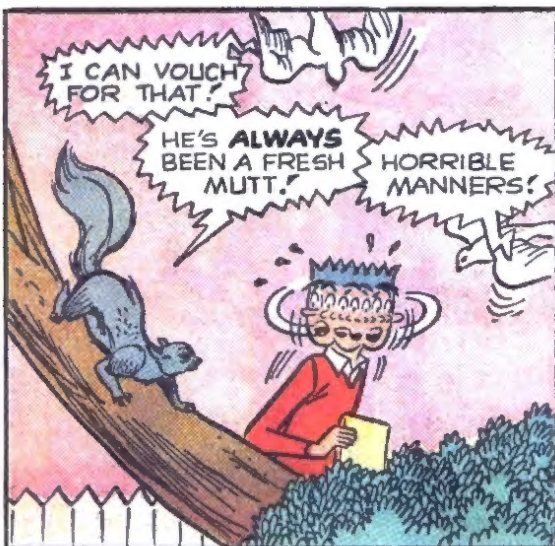
WHY NOT?
HE SPOKE TO
US FIRST!



I CAN VOUCH
FOR THAT!

HE'S ALWAYS
BEEN A FRESH
MUTT!

HORRIBLE
MANNERS!

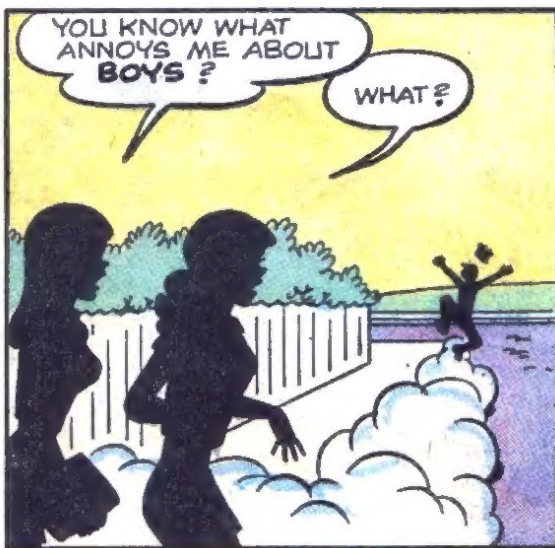


EEEYAAGH! THEY'RE
TALKING! THEY'RE REALLY
TALKING!



YOU KNOW WHAT
ANNOYS ME ABOUT
BOYS?

WHAT?



THEY THINK THEY'RE
THE ONLY ONES WHO
READ BOOKS!

YOU CAN
SAY THAT
AGAIN!



END

KNOW YOUR SIGNS

... FOR SAFETY

... FOR BIKE TIRES

WHAT DOES THIS SIGN MEAN?

Even if the lettering on a traffic sign cannot be read, the shape and color tells you what to do.

*See answer below.



U.S. ROYAL BIKE TIRES

HAVE 3 PLY CENTER-LAP CONSTRUCTION*

FOR SAFETY
and LONG LIFE

All U.S. Royal bike tires have 3 plies of high tensile cord fabric under the tread.

... Triple insurance against bruises and breaks.

They're the "Safety First" tires with extra mileage built-in.

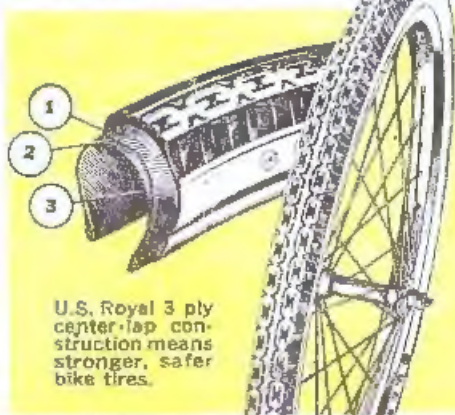


... Quality-manufactured in U.S.A. by

United States Rubber

CYCLE TIRE DIVISION

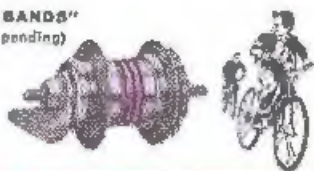
549 East Georgia Street • Indianapolis 6, Indiana



U.S. Royal 3 ply center-lap construction means stronger, safer bike tires.

"Me? I'm O.K. But you should see the other kid! The dumb guy thought he knew all about bike brakes. Tried to tell me those old-fashioned handlebar brakes work better'n my Bendix brakes. What a creep! Anybody knows Bendix Automatics start faster, shift easier, stop smoother. Guess that's why more U.S.-built bikes are sold with Bendix Automatics than 3-speed brakes. Like to have 'em on your bike? Find out how. Send for the free folder."

P.S. LOOK FOR THE "RED BANDS"
(Design pat. pending)



GET MORE FACTS. SEND FOR FREE FOLDER!

Rush my copy of your illustrated folder fully describing the new Bendix® Automatic Transmission and Power Brake.

ECLIPSE MACHINE DIVISION, DEPT. A
THE BENDIX CORPORATION, ELMIRA, N. Y.

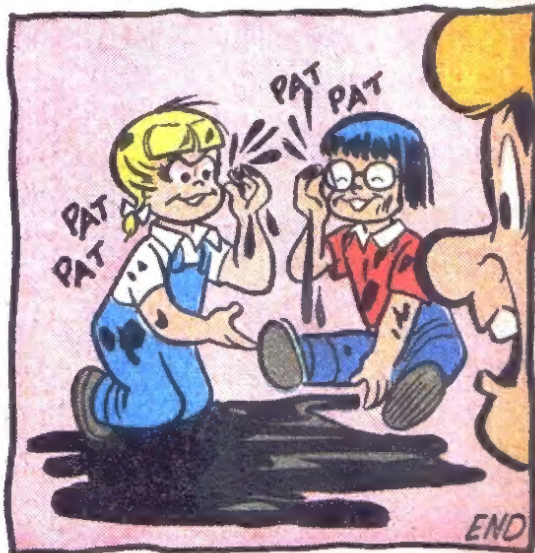
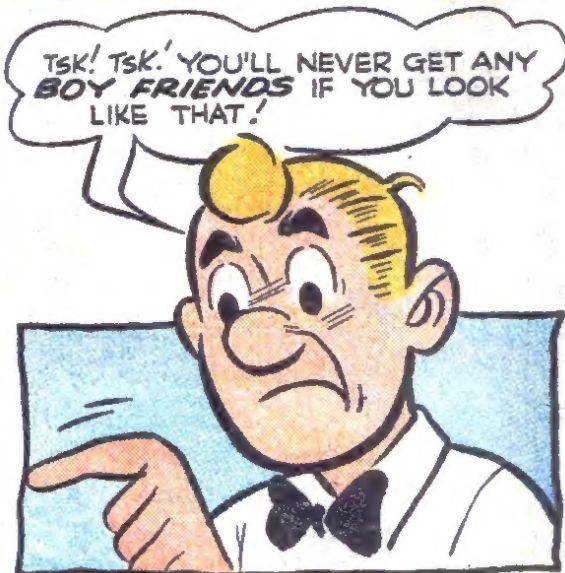
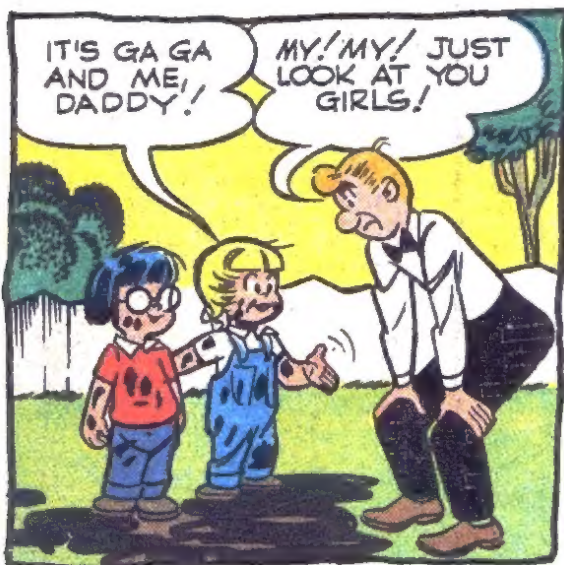
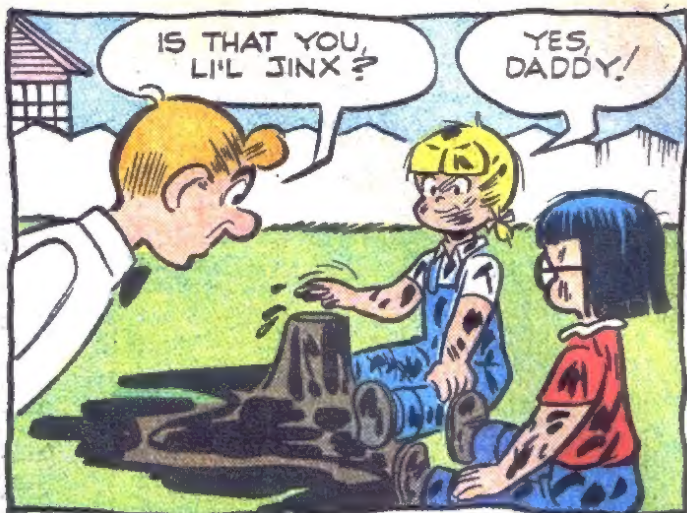
Name _____

Address _____ (Please Print)

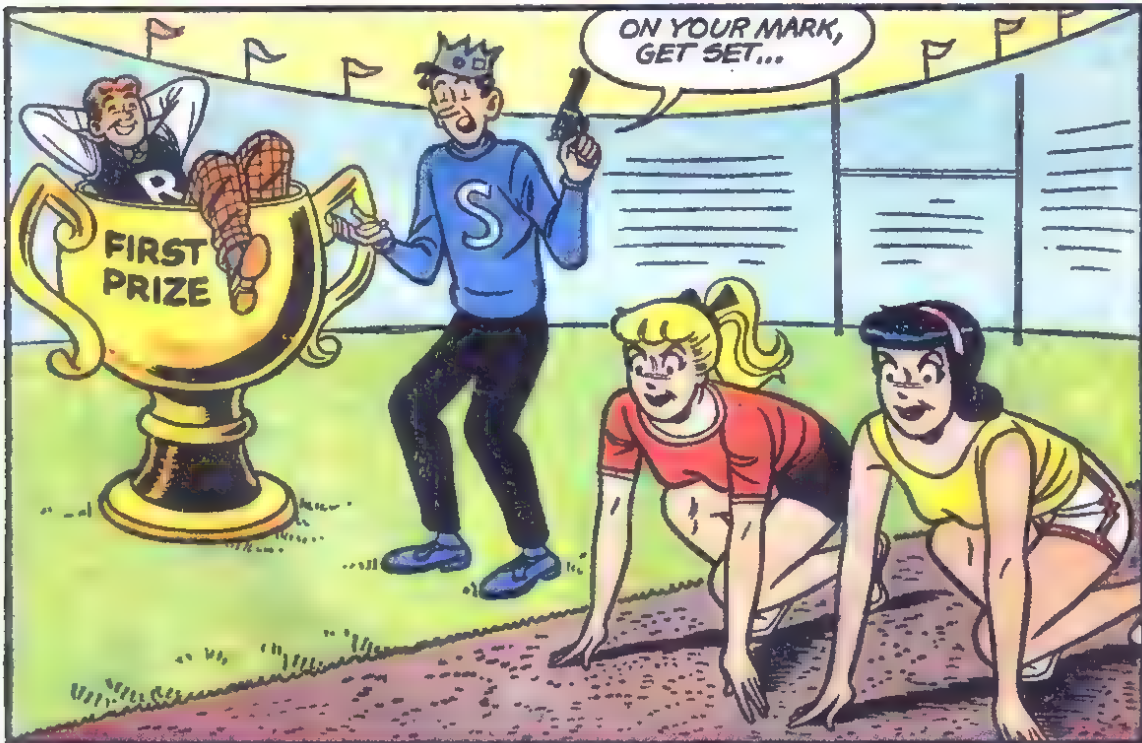
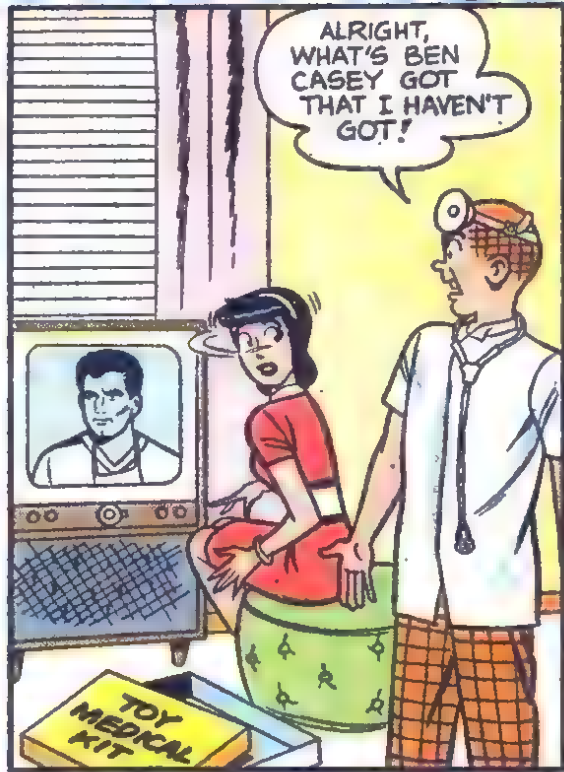
City _____ Zone _____ State _____

Lil Jinx

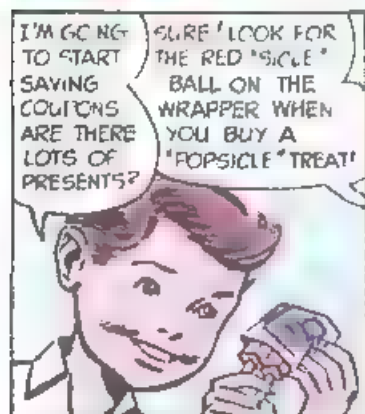
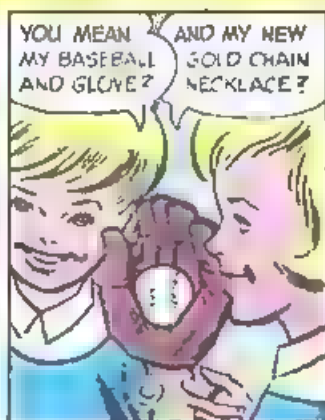
DOWN TO EARTH!



Archie's JOKE PAGE



FUN WITH THE "POPSICLE" KIDS



This is it!



Send for a FREE Magnet with last order to "POPSICLE" Box #539 New York 46, N.Y.

New Amazing Invention — "MAGIC ART REPRODUCER"

DRAW ANY PERSON NO TALENT!

IN ONE MINUTE NO LESSONS!

Anyone Can Draw With This Amazing New Invention—Instantly!



FREE!

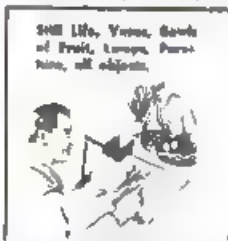
"Simple Secrets of Art Tricks of the Trade"

This valuable illustrated guide is yours FREE with order of Magic Art Reproducer. It says ABC art in as the artist's hand. It shows different techniques effects, portraits, people, yet shows big color, no matter what. It is an easy to use with Magic Art Reproducer. For added interest in your drawings.

You Can Draw Your Family, Friends, Anything From REAL LIFE—Like An Artist Even If You CAN'T DRAW A Straight Line!

Yes, anyone from 5 to 80 can draw or sketch or paint anything now... the very first time you use the "Magic Art Reproducer" like a professional artist—no matter how "hopeless" you think you are! Anything you want to draw is automatically seen on any sheet of paper instantly! Then easily and quickly follow the lines of the "picture image" with your pencil... and you have an accurate original drawing that anyone would think an artist had done. Also make drawings larger or smaller as you wish. Anyone can use it on any desk, table, board, etc.—indoors or outdoors! No other lessons or practice or talent needed!

HAVE FUN! BE POPULAR! Everyone will ask you to draw them! You'll be in demand! After a short time you may find you can draw well without the "Magic Art Reproducer" because you have developed a knack and feeling artists have—which may lead to a good paying art career!



Also Excellent for Every Other Type of Drawing!

- Human Figures • Outdoor Scenes • Buildings • Still Life • Vases • Bunch of Fruit • Lamps • Culture • All objects • Copy photos, other pictures, portraits, etc. • Copy blazers, etc. • Signs • Decorative for work • Machines for needle work • Crocheting • Knitting • Copy all cartoons.

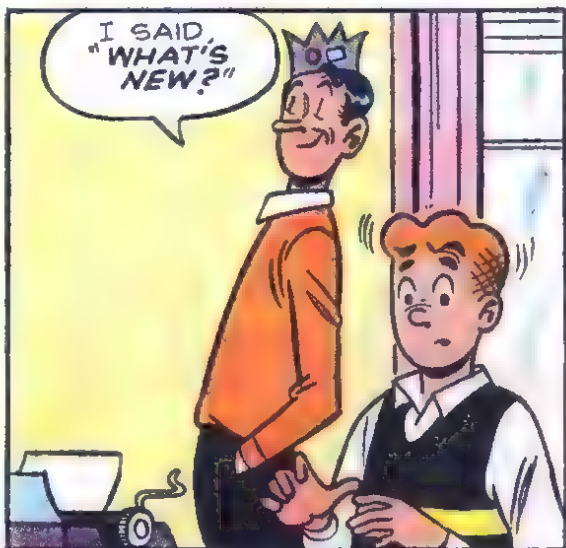
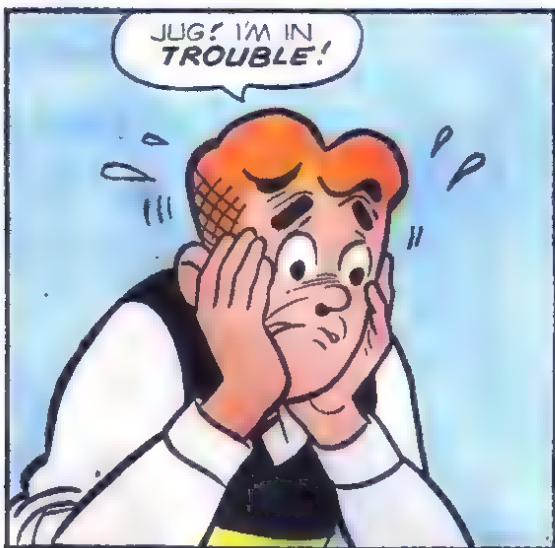
SEND NO MONEY! Free 10-Day Trial!

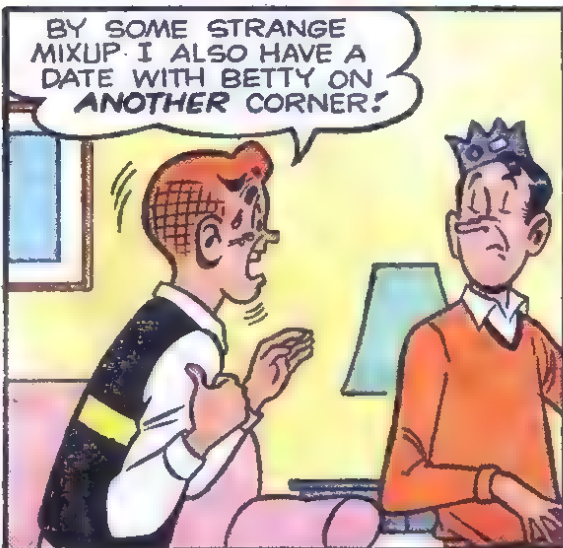
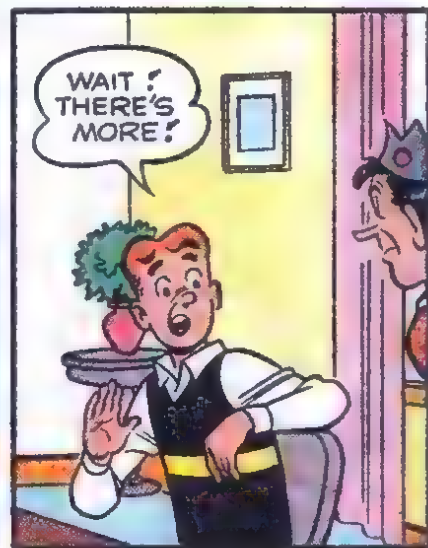
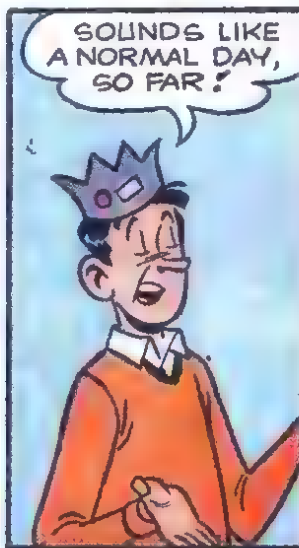
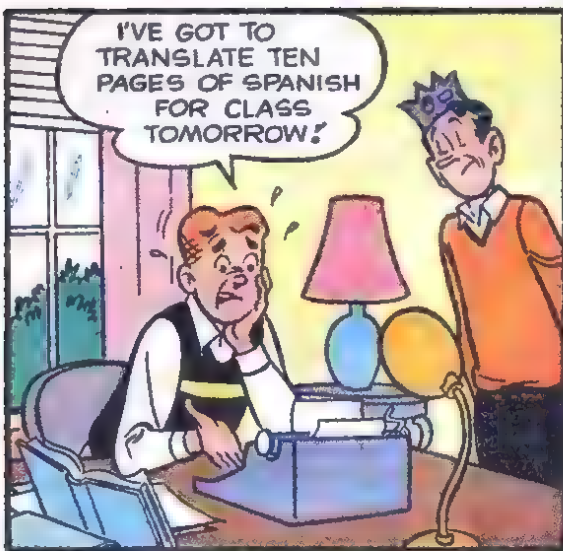
Just send name and address. Pay postman on delivery \$1.98 plus postage. Or send only \$1.98 with order and we pay postage. You must be convinced that you can draw anything like an artist, or return merchandise after 10-day trial and your money will be refunded.

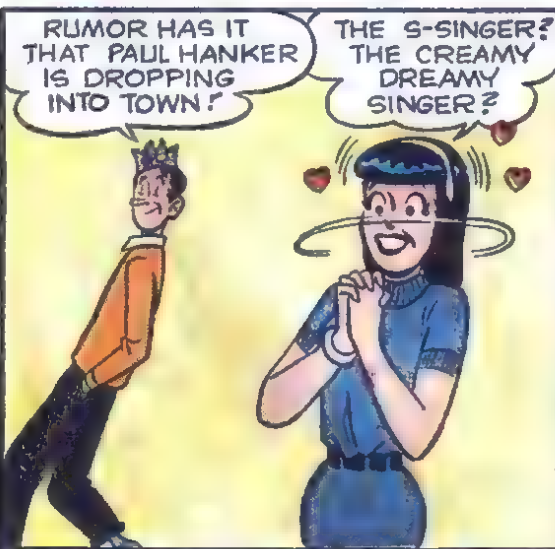
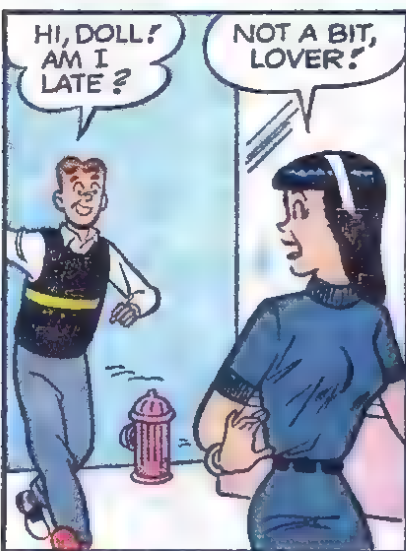
NORTON PRODUCTS, Dept. 734 296 Broadway, New York 7, N. Y.

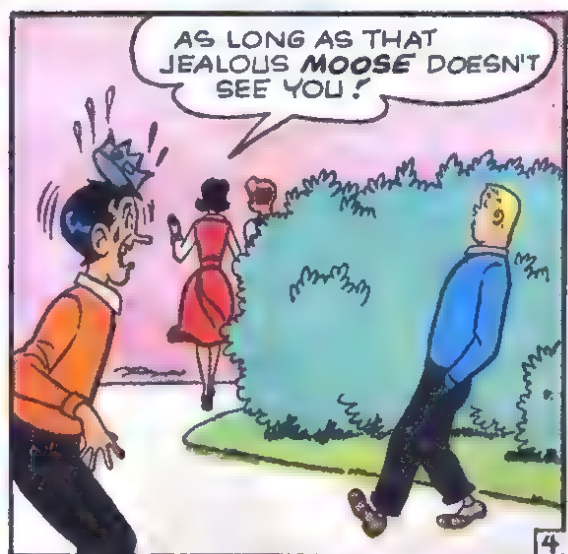
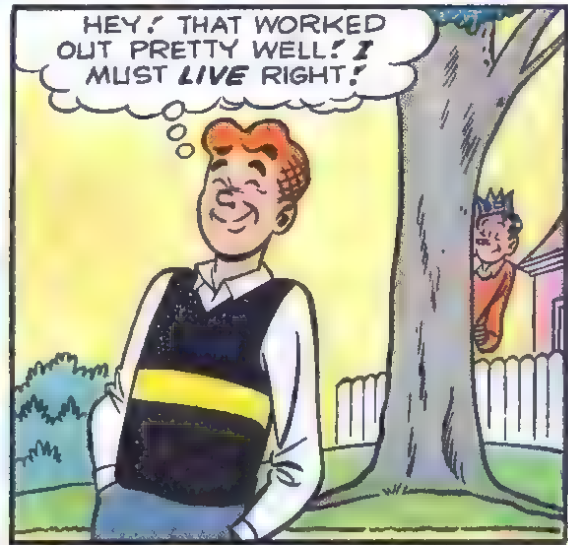
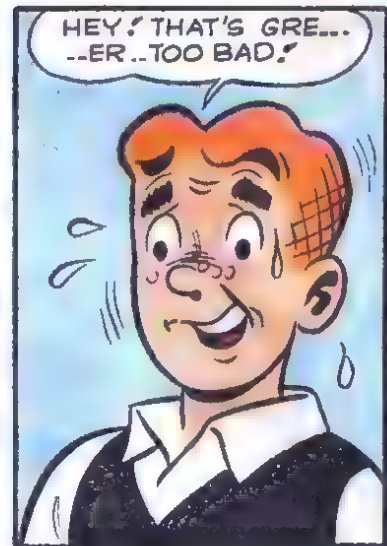
Jughead

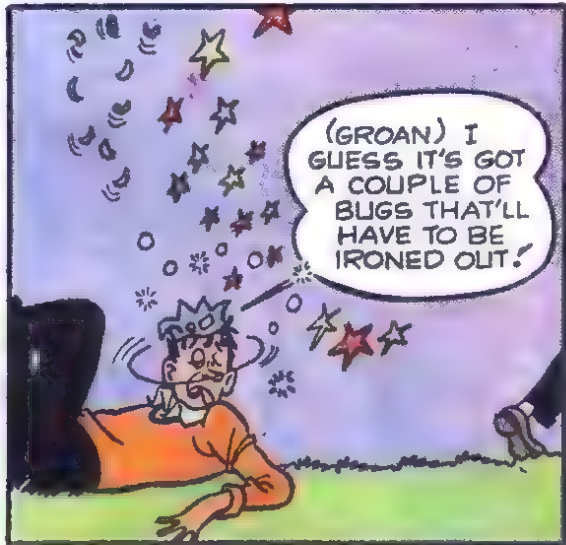
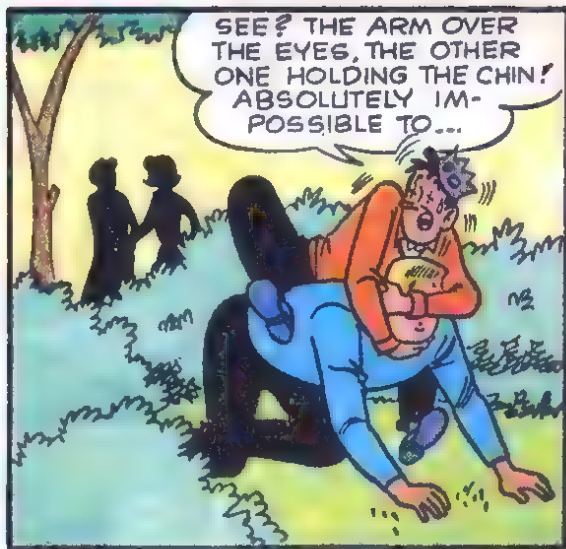
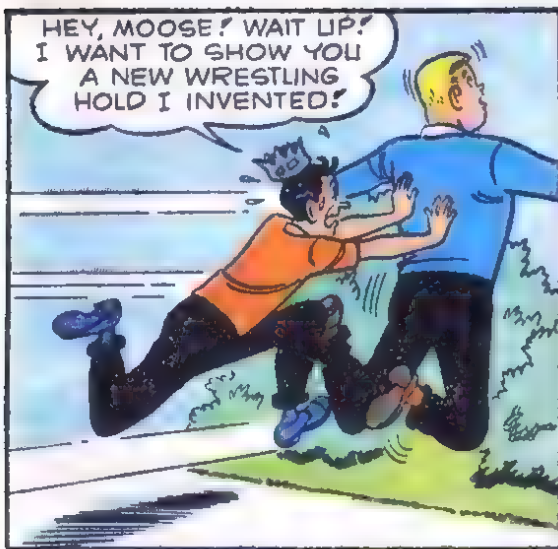
The Worrier

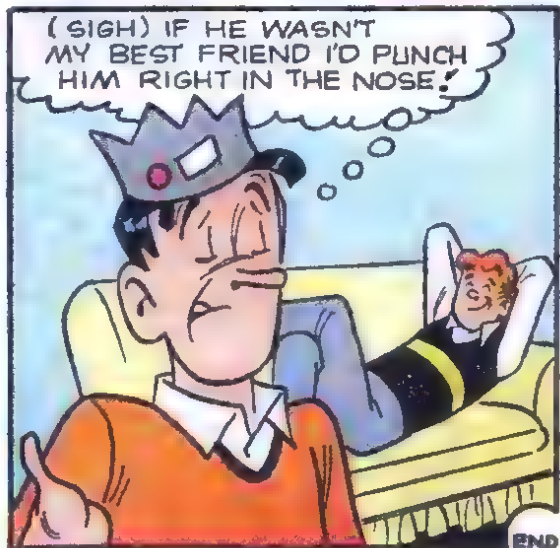
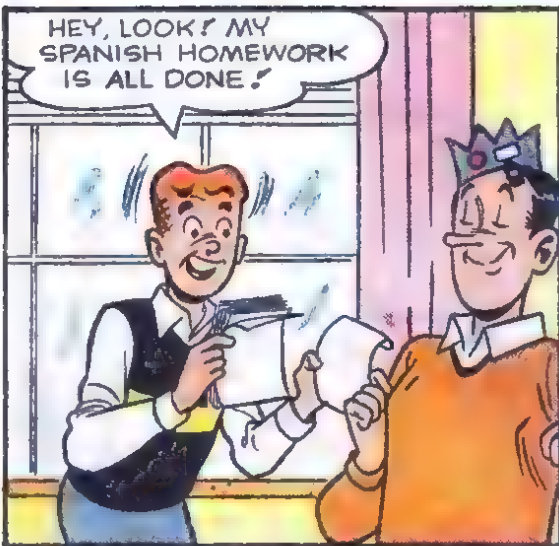
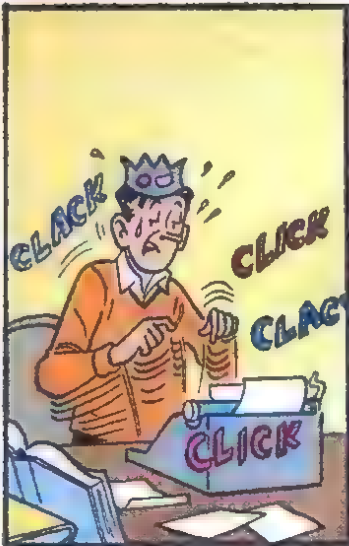




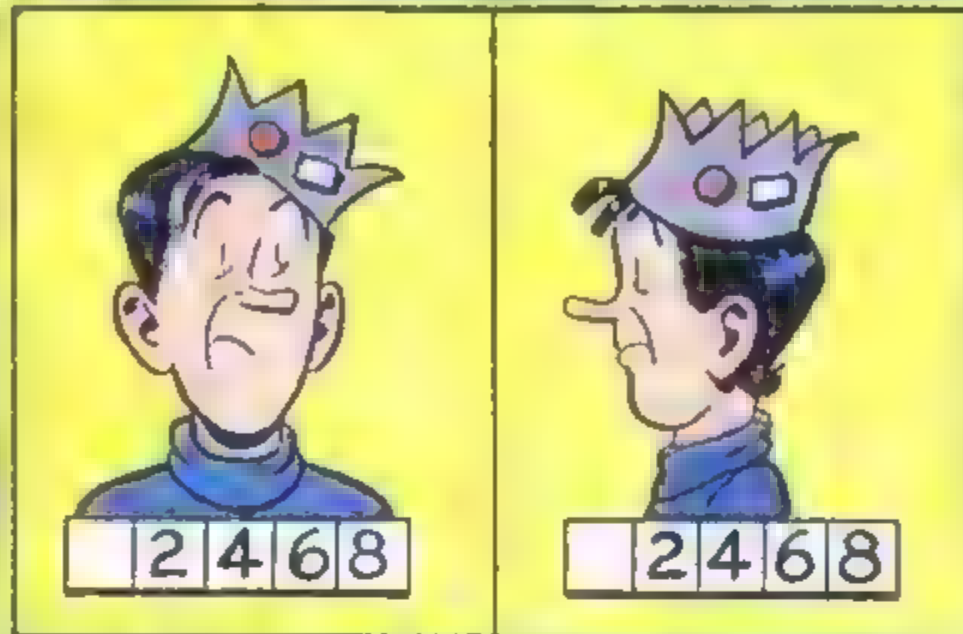








WANTED



**FORSYTHE P. (ALIAS
JUGHEAD) JONES**

BY THE POLICE, THE F.B.I.,
AND ANYBODY ELSE WHO
ENJOYS A GOOD *LAUGH!*

**HE'LL KILL
YOU!**

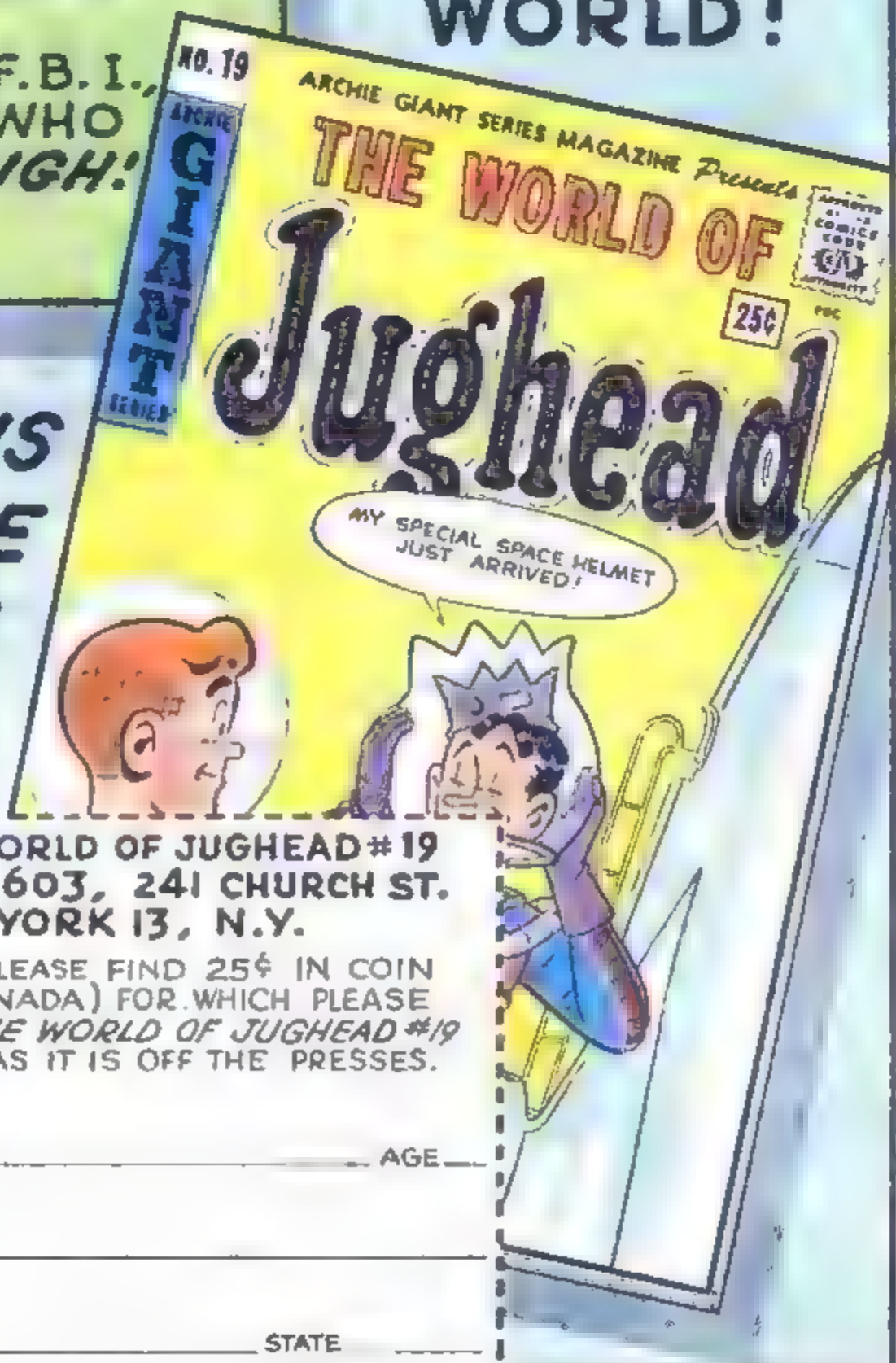
**HE'LL STEAL
YOUR HEART!**

**HE HAS A
RECORD!
(FOR GETTING
LAUGHS!)**

**THIS IS HIS
WORLD!**

**DON'T MISS THIS
LATEST ARCHIE
GIANT SERIES
MAGAZINE!**

**ORDER
YOUR
COPY
NOW!**



MAIL TO: **THE WORLD OF JUGHEAD #19
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.**

ENCLOSED PLEASE FIND 25¢ IN COIN
(35¢ IN CANADA) FOR WHICH PLEASE
SEND ME *THE WORLD OF JUGHEAD #19*
AS SOON AS IT IS OFF THE PRESSES.

NAME _____ AGE _____
(PLEASE PRINT)

ADDRESS _____

CITY _____ STATE _____

PROFESSOR JUGHEAD'S EDUCATIONAL CORNER

TODAY'S LESSON
IS THE
DISCOVERY
OF
SCHOOL!

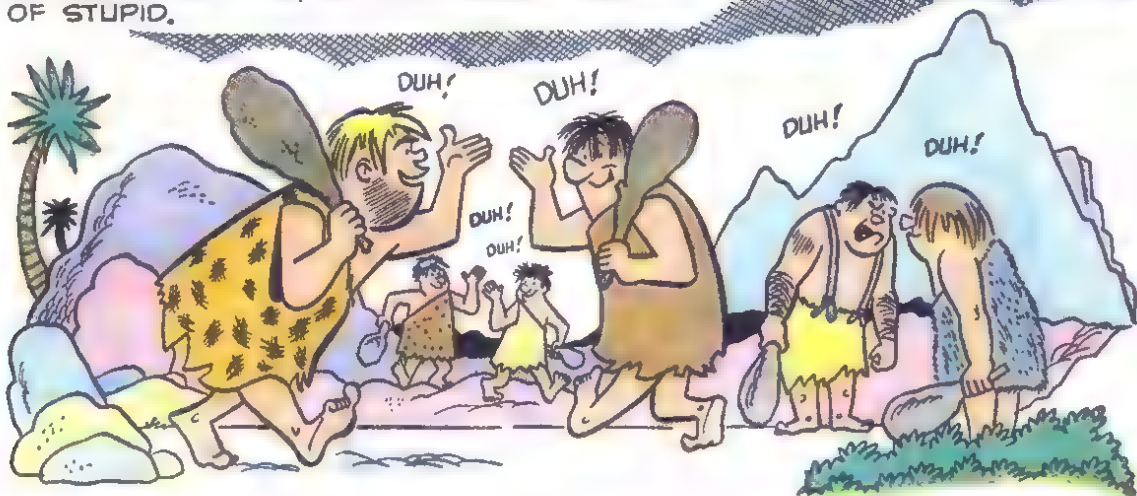
SCHOOL WAS
DISCOVERED YEARS
AND YEARS AGO, BY
A VERY MEAN MAN
WHO DIDN'T LIKE
KIDS.

ZONK,
GLMPH
OOGLE *

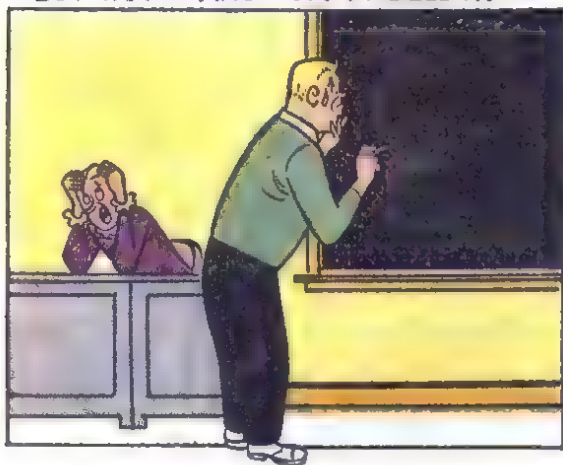
MEANS..
*I HATE
KIDS.

... ACTUALLY, HE WAS THE GREAT,
GREAT, GREAT, GREAT, GREAT, GREAT,
GREAT, GREAT-GRANDFATHER OF
DEAR OLD MISTER WEATHERBEE,
PRINCIPAL OF RIVERDALE HIGH.

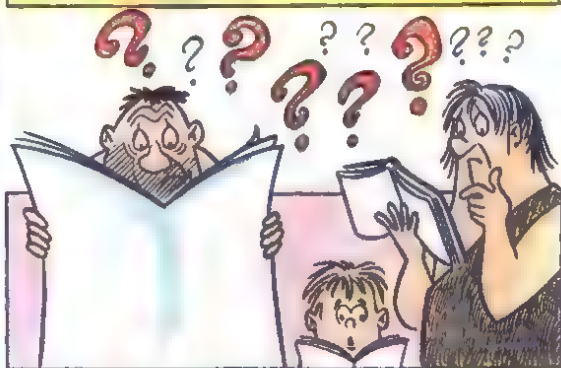
BEFORE SCHOOL WAS DISCOVERED, PEOPLE HAD NO EDUCATION, SO THEY WERE KIND OF STUPID.



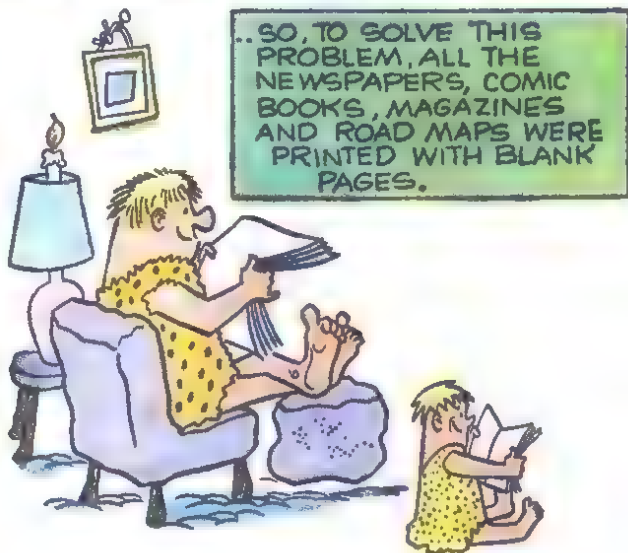
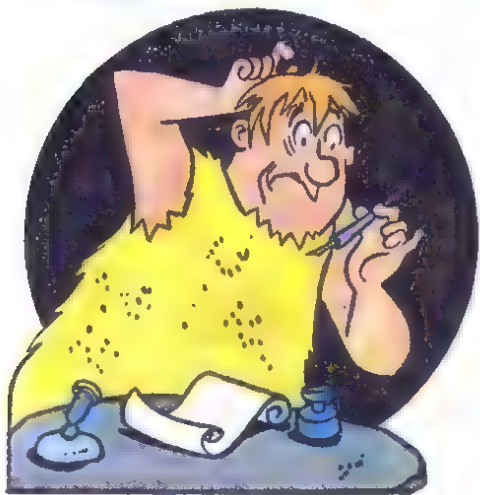
AFTER SCHOOL WAS DISCOVERED, THEY WERE STILL KINDA STUPID... BUT THAT'S ANOTHER PROBLEM.



WITHOUT SCHOOLING, NOBODY COULD READ OR WRITE. THIS MADE LIFE DIFFICULT... FOR ONE THING NOBODY COULD READ NEWSPAPERS, MAGAZINES, OR COMIC BOOKS.

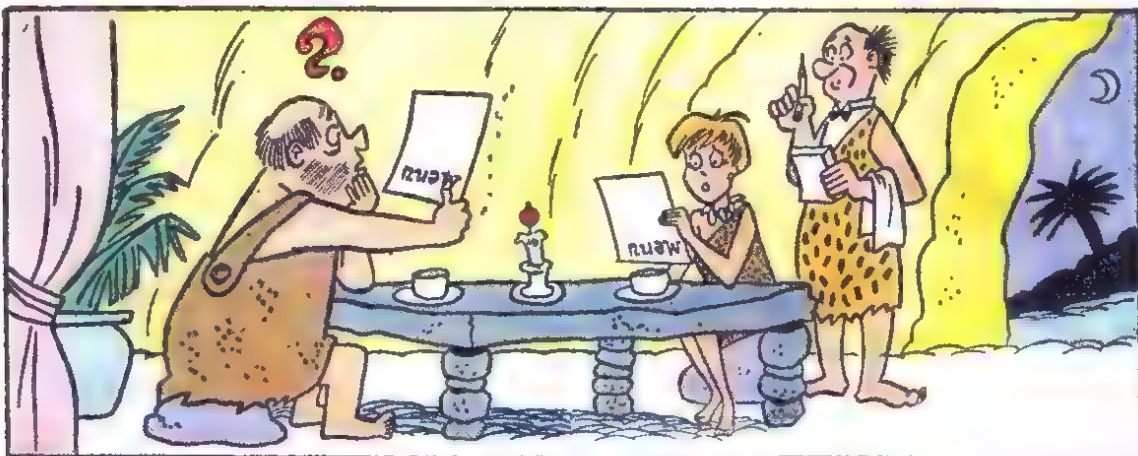


BUT NOBODY COULD WRITE THEM EITHER.

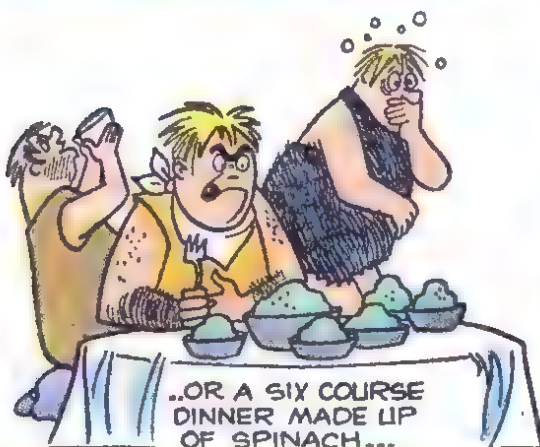


...SO, TO SOLVE THIS PROBLEM, ALL THE NEWSPAPERS, COMIC BOOKS, MAGAZINES AND ROAD MAPS WERE PRINTED WITH BLANK PAGES.

SINCE NO ONE KNEW HOW TO READ, IT WAS VERY DIFFICULT TO ORDER A MEAL FROM A RESTAURANT MENU. ... ESPECIALLY SINCE THE WAITERS DIDN'T KNOW HOW TO WRITE DOWN THE ORDERS ANYWAY...

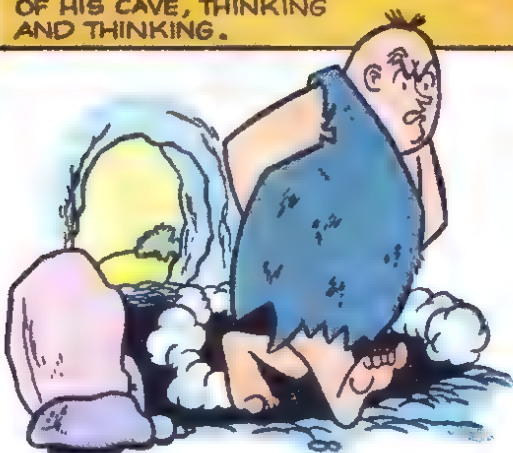


SO MOST OF THE TIME, THEY WOULD UP WITH SEVEN PLATES OF SOUP...

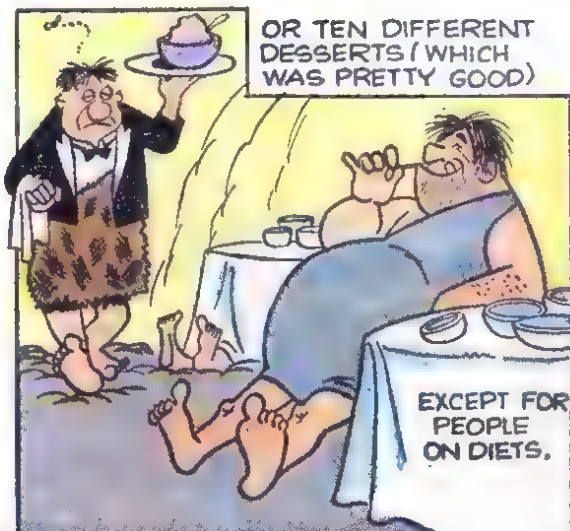


..OR A SIX COURSE DINNER MADE UP OF SPINACH...

EVERYONE WAS VERY UPSET, INCLUDING A YOUNG SCHOLAR NAMED PORFIRIO WEATHERBEE. HE PACED THE FLOOR OF HIS CAVE, THINKING AND THINKING.

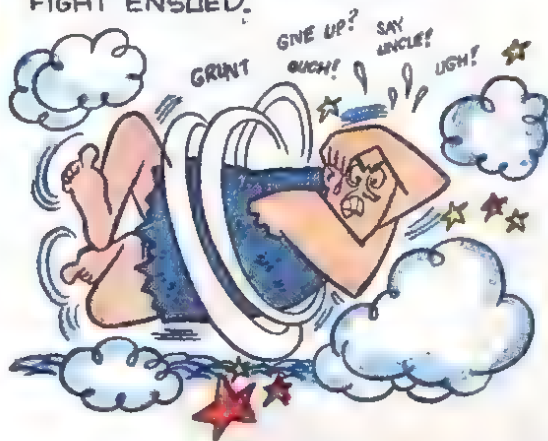


OR TEN DIFFERENT DESSERTS (WHICH WAS PRETTY GOOD)



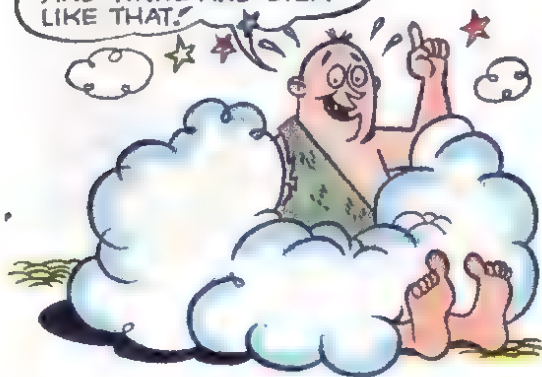
EXCEPT FOR PEOPLE ON DIETS.

ONE DAY AN UNUSUAL THOUGHT STRUCK HIM. HE IMMEDIATELY STRUCK IT BACK, AND A LIVELY FIGHT ENSUED.

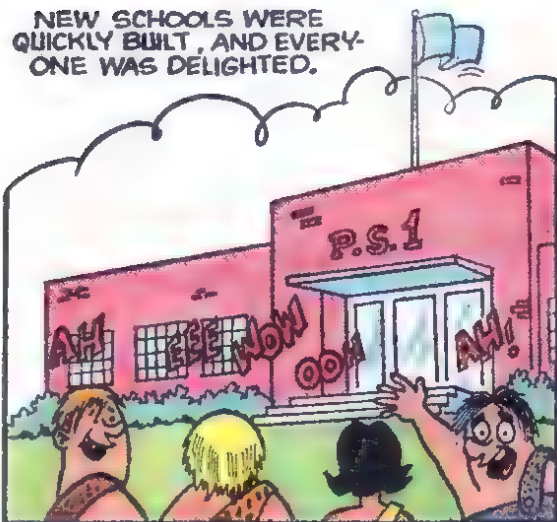


WHEN THE SMOKE HAD CLEARED, YOUNG PORFIRIO HAD THE SOLUTION. HE WOULD DISCOVER **SCHOOLS**.

THEN EVERYBODY WILL BE ABLE TO, LIKE, READ AND WRITE AND STUFF LIKE THAT!



NEW SCHOOLS WERE QUICKLY BUILT, AND EVERYONE WAS DELIGHTED.

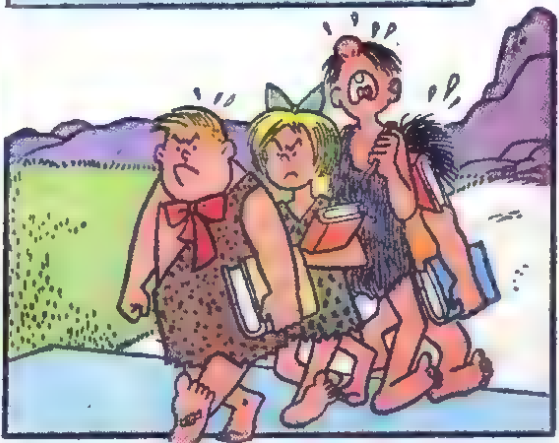


QUICKLY, HE RUSHED OUT TO TELL EVERYONE HIS GREAT IDEA.

NOW HEAR THIS! NOW HEAR THIS!



EXCEPT FOR THE KIDS, FOR THEY WERE THE ONES WHO HAD TO GO.



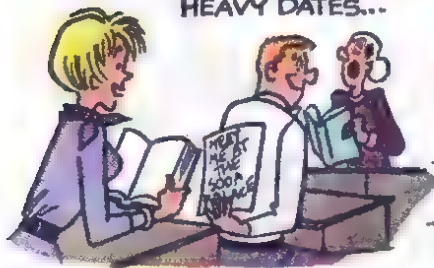
TODAY, SCHOOLS ARE USEFUL INDEED. THEY ARE USEFUL...

...FOR MAKING HEAVY DATES...

...FOR SLEEPING IN...

...FOR OCCASIONALLY LEARNING THINGS

...AND SHOWING OFF CLOTHES!



Jughead

"LETTER LOONEY"

GOSH! LOOK AT ALL THESE
REPLY'S JUG GOT TO HIS
REQUEST FOR PEN PALS!



MAN! JUST TAKE A GANDER
AT THIS COOL RED-HEAD!



ONE GIRL IS
PRETTIER THAN
THE REST!

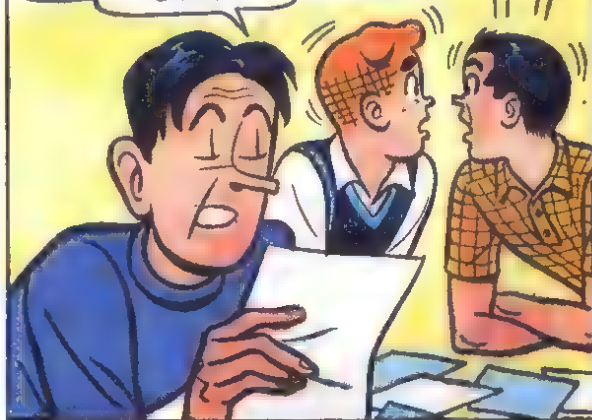
JUG HAS GOT HIMSELF
A WHOLE FLEET OF
DREAMBOATS!



YOU DON'T SEEM
VERY EXCITED, JUG!



WHY SHOULD I BE? NOT
ONE OF THESE SILLY CHICKS
MENTIONED IF SHE COULD
COOK!



You
Receive

AMERICA'S MOST EXCITING WAR GAME

ONLY

\$1.00
PLUS
POSTAGE

TASK FORCE

BAR & PATENT OFFICE

2 GIANT BATTLEFIELDS a total area of 3 square feet
Scalable in the Pacific Ocean beautifully colored.

88 PIECE TASK FORCE:

- 4 AIRCRAFT CARRIERS 24 PLANES
- 4 DESTROYERS 8 LANDING ZEPHYS
- 4 BATTLESHIPS 16 HEADQUARTERS
- 18 TANKS WITH MOVEABLE TURRETS
- 24 MIL. BOXES

Game-sets are authentically styled and vividly detailed.
Colors (NOT the title) representing opposing forces.

376 RED MARKERS enough to
record the most savage battleships
and shelling.

Simple direct rules for 2 or 4
players. 10-15 min. to play
enjoy being a military general.

HELEN OF TOY, CO.
REGO PARK 74, NEW YORK

NO C.O.D.'s
Dept. 37-AS

88 TOYS ONLY—75c ppd. ☐

BOTH: Complete game and 88 extra toys
(total of 176 toys)—\$2.00 ppd. ☐

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

HELEN OF TOY, CO. NO C.O.D.'s
REGO PARK 74, NEW YORK Dept. 37-AS

PLEASE RUSH me... complete TASK FORCE
game(s), for which I am enclosing \$1.00 plus
25c for postage and handling for each game
I have ordered. If I am not completely
satisfied I may return it within 10 days for
a full refund.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

CANADA: \$1.40, ENGLAND: 10/-, AUSTRA-
LIA: 13/- Cash or International Postal M.O.

Task Force is a battle game with
elements of strategy and tactics. The
team has to protect its forces and
direct the firing will be the only battle survival.
There is no imagination necessary here! You get the
equipment, the battlefield and the rules on how to
locate, destroy and destroy the enemy.
It is actually played and tremendously enjoyed by
members of our real Armed Forces.

FULL SIZE • QUALITY CAMERAS

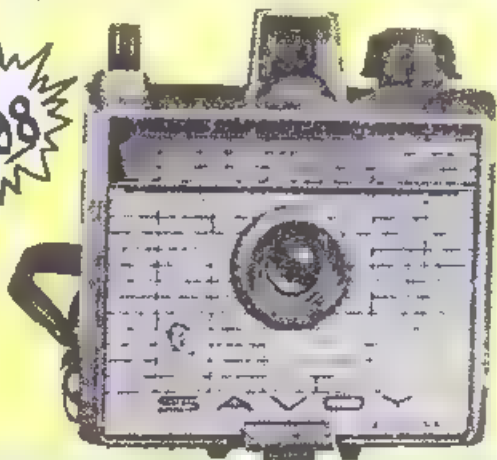
Don't be misled by our low prices. These modern
richly styled cameras are always ready to capture
your exciting events in crisp color pictures or black
and white — pictures you will treasure forever.

- Low cost
- 620 film size
- Easy to operate
- Carrying strap
- 12 jumbo prints
- Pre focused
- Sturdy case
- Color or B. & W.

ONLY
\$1.98

ONLY
\$3.98

- Built in flash
- 12 color slides
- Or jumbo prints
- 127 film size
- Pre focused
- Easy to operate
- Sturdy case
- Carrying strap



W. GLOBE, CO.
REGO PARK 74, NEW YORK

Sorry NO C.O.D.'s
Dept. 37-AS

Please send me the CAMERA I have checked; I have
enclosed the correct amount.

☐ LARK model with flash @ \$3.98.

☐ SAVOY snapshot model @ \$1.98.

Satisfaction guaranteed or return for full refund within
10 days.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

**ALL THE
NEWS
THAT FITS
WE PRINT**

Archie Club News

**SEND IN
YOUR REPORTS
AND WIN
CASH PRIZES**

JUGHEAD #90 NOV.

MEMBERSHIP—FIFTEEN CENTS

FIRST PRIZE—\$5.00

REPORTER

MICHELE COCCO
631 North Second Street
Allentown, Pennsylvania

MUSKELLUNGE

The muskellunge is the "tiger" among the game fish of the Great Lakes of North America. It is highly prized as a food fish.

Muskellunge have no scales on the lower half of their head. Their food is composed largely of other fish, and it was estimated that eight pounds of muskellunge represents several thousand minnows and whitefish.

A thirty-five-pound muskellunge has been known to produce 265,000 eggs. The eggs are laid in shallow water among weeds, and aren't cared for in any way by the parent fish. They are laid during the period between April and July. Muskellunge may grow to weigh eighty pounds.

SECOND PRIZE—\$3.00

REPORTER

GILL HOLIDAY
760 K. C. S.
Beaumont, Texas

WEATHER

The air rests on the earth with a weight of about 15 pounds to a square inch at sea level and exerts a pressure equal to this weight. When air over a certain place heats up, it expands. As it expands, it gets lighter and the cooler air that surrounds it pushes it upward. As the warm air rises there is less air above to press on it, and so its pressure becomes lower. As you see, differences in temperature cause differences in pressure, and these pressure dif-

ferences, in turn, cause the air to move over the earth's surface we call wind. It is, of course, the sun that heats the air—mostly by first heating the earth, which then heats the air above it. But the sun doesn't heat the air evenly. The air over desert land gets hot quickly; it takes the air over the ocean longer to warm up. At the equator, it's very hot; at the poles, very cold. Since, generally speaking, cold air masses push warm air masses out of the way, you might think, that the wind would always blow from the North Pole to the Equator.

THIRD PRIZE—\$2.00

REPORTER

ROBIN SHUMAKER
270 Wedgewood Drive
Riverton, N. J.

The swiftest animal in the world for short distance is the Cheetah, or Hunting Leopard, of India. Cheetahs have been "clocked" at seventy miles an hour, but they slow up considerably after a run of a quarter mile. A Cheetah has long slender legs and a powerfully-muscled body; its legs are actually longer than those of any other member of the cat-family, for it stands almost two and three quarters feet high.

For untold centuries the great princes of India have kept tame Hunting Leopards to run down the small but exceedingly fast and agile blackbuck. When the game is sighted a hood is placed over his eyes. At the right moment the hood is removed. A quick glance around and it sights the game. Then it begins a quiet stalk toward the antelope through the low bush. When it is about two hundred yards away, it leaps forward and makes

a straight run toward the blackbuck, which takes off at top speed with a series of bounding leaps. Almost invariably a good Cheetah will bring down the game after a short run.

The Cheetah is the only cat animal whose claws cannot be drawn into their sheaths among the pads of the feet.

FOURTH PRIZE — \$1.00

REPORTER

ROBERT PRENDERVILLE JR.

**231-18 64th Avenue
Bayside, Long Island, N. Y.**

JOKES

(Lady in the Butcher Store)

Lady: Give me a pound of kiddleys.

Butcher: Oh, you mean kidneys.

Lady: Well diddle I say that.

Archie: Pop, I have got a composition to do.

Dad: On what?

Archie: On paper, of course.

Archie: "Why did the moron throw the butter out of the window?"

Veronica: "I don't know."

Archie: "Because he wanted to see the butterfly."

Betty: "What did the man get when he put vinegar in his ear?"

Jughead: "What?"

Betty: "Pickled hearing."

Archie: Hello, I just thought I'd drop in and get the umbrella you borrowed from me last week.

Reggie: I'm sorry Archie. I lent it to a friend. Do you need it?

Archie: Well, not for myself. But Jughead says the owner wants it back.

Jug: Hi, Reggie. Fishing?

Reggie: Nope, drowning worms!

If you want to be an ARCHIE CLUB MEMBER eligible to win all these CASH PRIZES,

not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dressy OFFICIAL ARCHIE CLUB BUTTON and snappy PRESS CARD. This will make you a real reporter.

Archie Club

THIS IS TO CERTIFY THAT



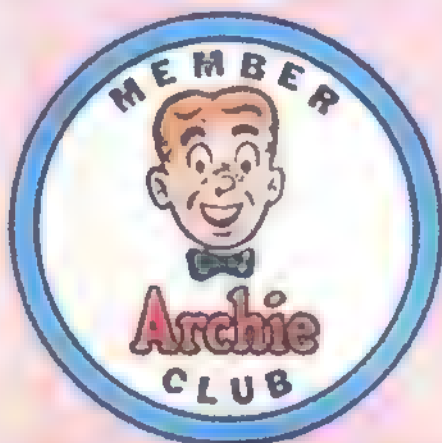
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SIGNATURE OF MEMBER

IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES

Archie Andrews

PRESIDENT



Every member gets this official press card and beautiful 4 color button

ARCHIE CLUB:

241 Church St., New York 13, N. Y.

Dear Archie: Please enroll me as a member of the Archie Club and send me a button and press card by return mail. I enclose 15c in coin to cover the cost of mailing and handling. Send to:

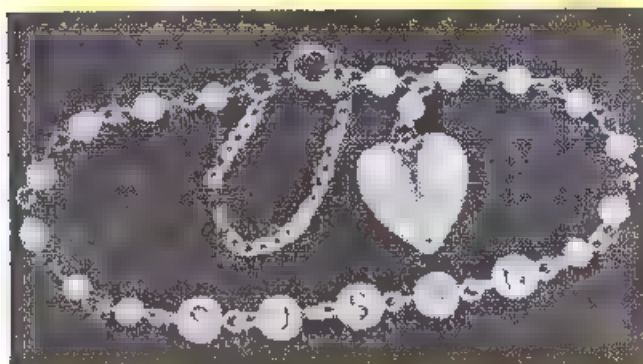
NAME.....AGE.....

(PLEASE PRINT PLAINLY)

ADDRESS.....

CITY.....STATE.....

TREASURED BRACELET



Be the first in your crowd to wear this beautiful golden Treasured Bracelet. You'll be the envy of every girl in your neighborhood when they see the Treasured Bracelet on your wrist. Your friends will never dream it costs so little!

TREASURED BRACELET for Daughter, Mother or proud Grandma. Authentic Hospital identification beads (we furnish) are linked together with simulated pearls and spell out child's first name. Blue beads for boy, pink for girl before and after name.

Gold plated heart charm, guard chain. Print name.

State if for adult, child, teenaged. \$2.00. Order heirloom bracelet from Elane Originals, Dept. 26, 285 Market Street, Newark, New Jersey.

ONLY \$ **2** 00
ppd.

MAIL COUPON NOW!

ELANE ORIGINALS, Dept. 26
285 Market Street
Newark, N. J.

Print Name Here

Please rush me Treasured Bracelets at \$2.00 each. I enclose cash, check or money order. (No C.O.D.'s, please). Unless 100% pleased I'll return it for full refund of purchase price.

Name

Address

City Zone..... State.....

KISSING DOLLS!

ONLY **50^c** Complete Set



**THEY
JUST
CAN'T
STAY APART!**

These adorable imported 3 dimensional dolls rush together to kiss as soon as they are placed near each other. Great fun for kids 6 to 60

They change positions, move and turn their heads. 3 inches tall, unbreakable, and life like color that actually looks alive! Self-operating, nothing to get out of order. A wonderful value at our price of only 50¢ per set. Supply is limited, rush your order now.

MALCO CO., Dept. 65-A

117 Utterby Road, Malverne, N. Y.

Please send me sets of Kissing Dolls.

☐ 1 set for 50¢ ☐ 2 sets for \$1.00

☐ 3 sets for \$1.50

Limit 3 sets to a customer

I enclose ☐ cash ☐ check ☐ money order
Sorry, No C.O.D.'s

Name

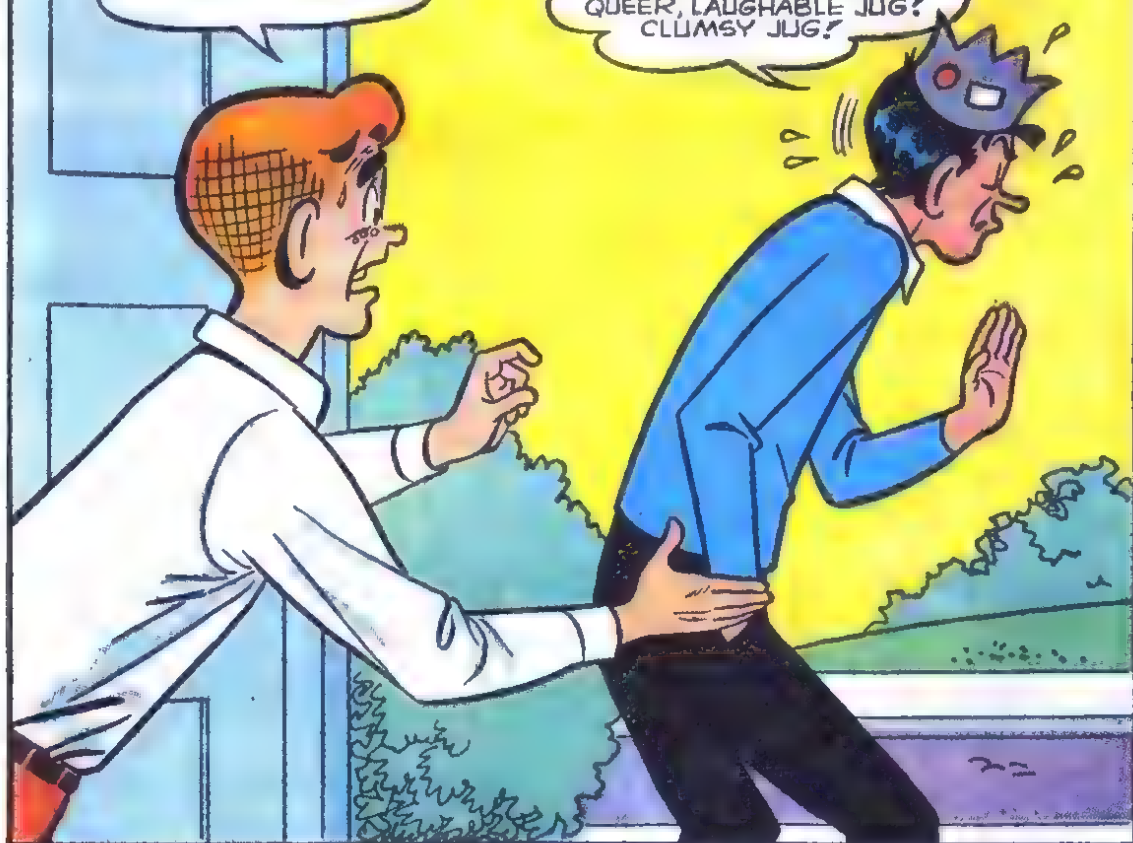
Address

City Zone..... State.....

JUGHEAD "CASE CLOSED"

WAIT, JUG? I
WAS ONLY KIDDING!
I DIDN'T MEAN...

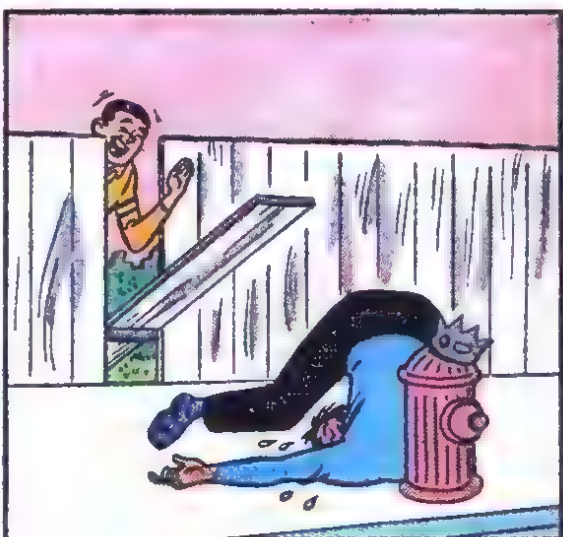
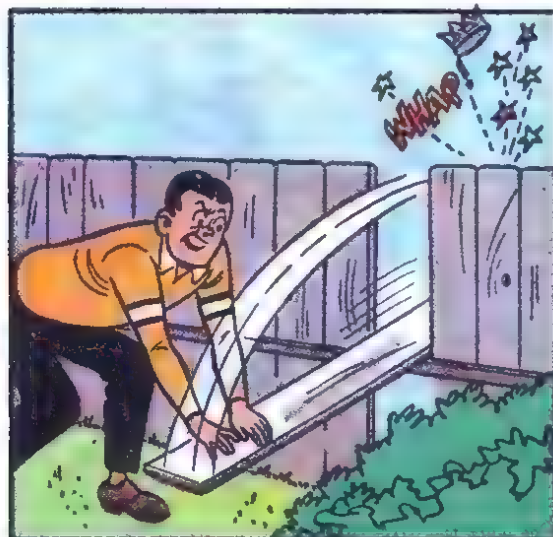
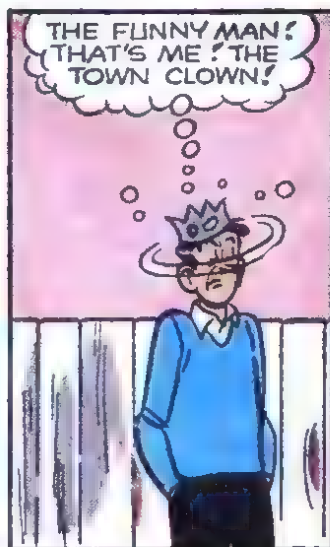
NEVER MIND! I KNOW
WHAT YOU REALLY MEANT
AND THINK OF ME!
JUGHEAD THE MISFIT!
QUEER, LAUGHABLE JUG!
CLUMSY JUG!

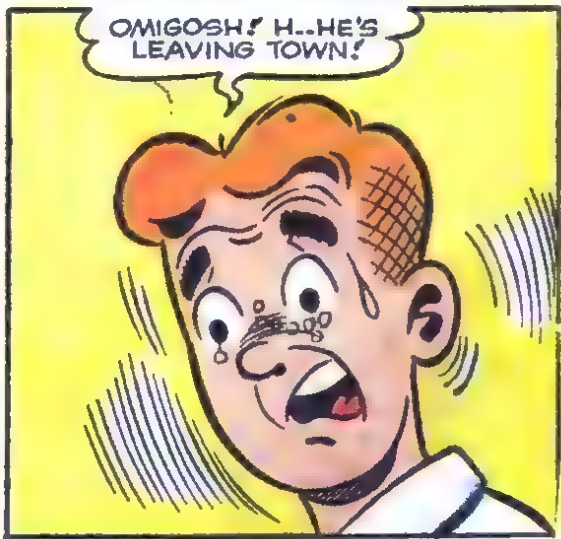
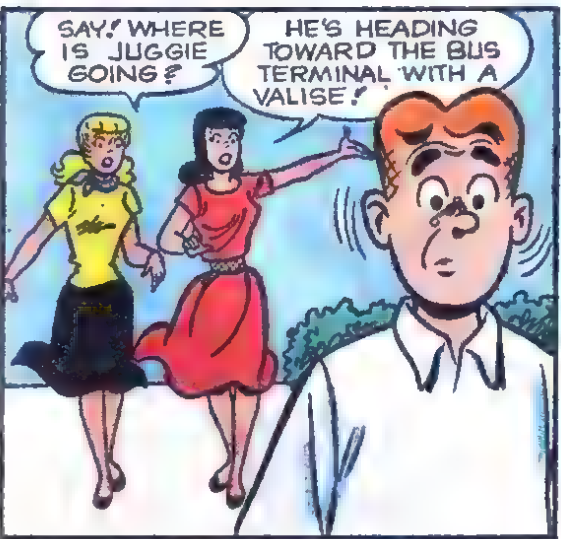
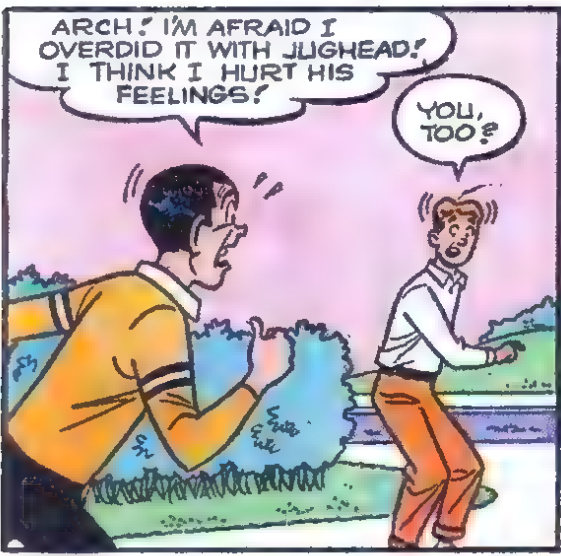
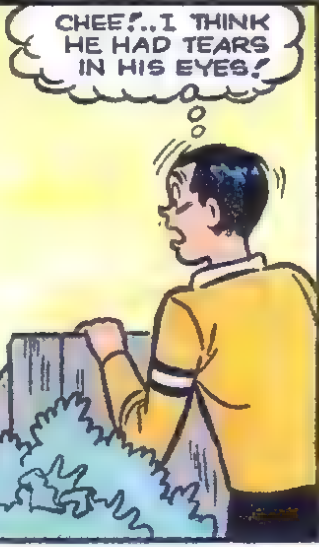


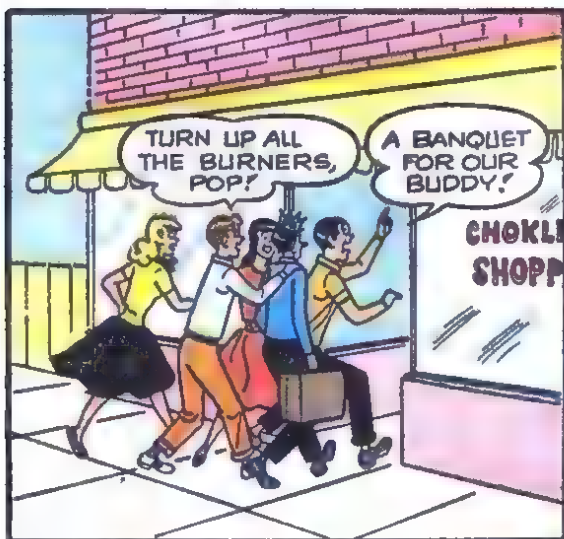
JUGHEAD THE
BUFFOON!...
ALWAYS GOOD
FOR A LAUGH!

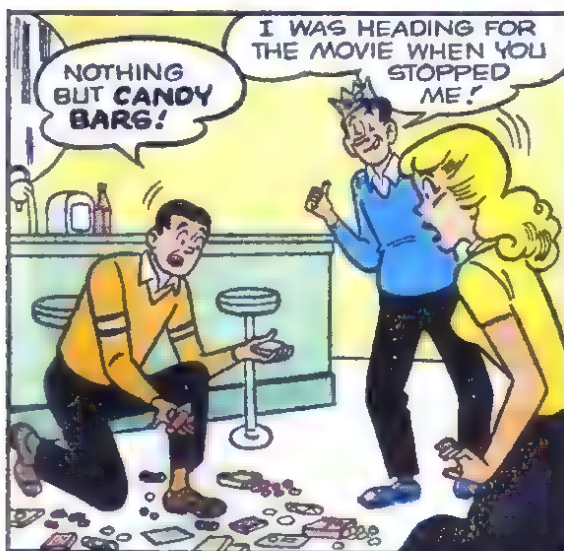
JUGHEAD
THE...











END

BOYS, GIRLS, MEN, WOMEN

IF YOU KNOW JUST 20 PEOPLE...



Get These 2 Assortments ON APPROVAL

TWILIGHT CHARM ASS'T. (top) is a tremendous value! 21 beautiful, sparkling cards glowing and glistening with old-fashioned Christmas cheer!

REGAL LUSTRE ASS'T. (bottom) . . . 21 magnificent cards on lustrous Kromekote paper, enriched with gold bronzing and sparkling decorations. Sells on sight!

YOU CAN MAKE AT LEAST \$50.00 -MORE LIKELY \$100.00 to \$200.00 IN YOUR SPARE TIME!

**Everyone You Know Needs Christmas Cards
and Everyone Loves Wallace Brown Cards**

Do you know 20 people? Of course you do! Add up a half-dozen relatives, perhaps 5 neighbors, the butcher, the baker, the milkman, the grocer, your dentist, several friends and other tradespeople—and you've probably got a lot more than 20. So what are you waiting for? These folks alone can bring you in at least \$50.00, probably \$100.00 to \$200.00 extra money in just a few hours spare time. And this is just a start! Almost *everyone* you know needs Christmas Cards, and when you show them the spectacular nationally famous 1962 Wallace Brown Line of Cards and Gift Items—it's love at first sight. They'll snap up 2, 3, 6 or more Christmas Card Boxes right on the spot. Keep up to 50¢ of every dollar you take in! This is the fun way of making money because it's so easy. We send you samples that do the selling for you. And, besides making money you'll save money on your own personal Christmas Cards, Gifts, Wrappings, etc. See for yourself without risking a penny. Mail coupon, you'll be glad you did!

GET FREE CATALOG, TOO!

-Send Coupon Below



FREE

Samples of Popular-Priced,
Name-Imprinted **PERSONAL CHRISTMAS CARDS**

Thrill your friends and neighbors and make even MORE MONEY for yourself with exquisite, custom-designed NAME-IMPRINTED Christmas Cards at amazingly low prices. A large variety of exclusive, original designs for folks who want the finest quality in Personalized Christmas Cards at prices everybody can afford. They sell just by being shown. It's easy, too, because . . . we ship direct to your customers and we pay the postage. You have no bother, no trouble and no wasted time making deliveries. Send the coupon right away for your FREE Samples of the 4 Great New Lines of these fast-selling Personalized Christmas Cards!

ORGANIZATIONS:

Churches, clubs, veterans' auxiliaries, etc. can now add hundreds of dollars to their treasuries with these fast sellers. Give organization name on coupon for Fund-Raising Plan. Mail coupon NOW!

Be first in your neighborhood to cash in on this easy way to extra money with the 1962 Wallace Brown Line of Christmas Cards and Gift Items. Mail coupon this minute! You'll get 2 Christmas Card Assortments on approval. And FREE Samples of Name-Imprinted Personal Christmas Cards. Plus FREE full-color catalog showing lots more money-makers, including many Christmas Assortments, Everyday Greeting Card Assortments, Decorated Stationery, Gift Wrappings, Novelty Gifts, etc. Everything you need to start making money at once—and we show you how.

SEND NO MONEY

Paste Coupon on postcard or mail in envelope

WALLACE BROWN, INC., 11 East 26th St.
Dept. E-21 New York 10, N.Y.

Send 2 Christmas Card Assortments on approval, plus FREE Samples of Name-Imprinted Personal Christmas Cards, FREE full-color Catalog, and details of simple money-making plan.

Name _____

Address _____

City & Zone _____ State _____

If writing for an organization, give its name _____

Wallace Brown, Inc. 11 East 26th St., Dept. E-21
New York 10, New York

Are YOU
SKINNY
like I was?

a sickly
skeleton who
developed a
streamlined
physique and
great physical
endurance



American
Body Building
Club president

BEN REBHUN

at 50 years of
age. A brilliant
UNIVERSITY
EDUCATOR,

authority on
creating a
HEALTHY MIND
in a
HEALTHY BODY,

says
Dr. Winfield
Scott Pugh,
Commander
U.S. Navy
Medical Corps,

SKINNY OR FAT, 15, 20, 30 OR 40 YEARS OF AGE
Just RUSH me your LAST CHANCE COUPON below with YOUR NAME and ADDRESS ON IT
and I'll show YOU absolutely FREE

How to GAIN UP TO 50 LBS. OF MIGHTY MUSCLES!

or LOSE up to 50 LBS. of UGLY, DANGEROUS FAT

And Become a REAL HE-MAN like MANY THOUSANDS of My Pupils in 10 Minutes of FUN a Day

Yes! I'll Show You By My Quick,
Easy Methods How To

**ADD POWERFUL NEW
INCHES OF MUSCLES
around YOUR ARMS,
CHEST, LEGS, etc.**

**How to IMPROVE YOUR
HE-MAN LOOKS 100%.**

**How to BECOME A WINNING ATHLETE
IN ALL POPULAR SPORTS.**

How to BEAT ANY BULLY.

How to DO FEATS OF STRENGTH.

**How to be a WINNER in EVERYTHING
YOU TACKLE.**

YES! Your Success Story Can Soon be like John Sill and thousands of my pupils. Think of it — a skinny weakling like you became a **MAGNIFICENT MR. MUSCLES** — won a **BIG SILVER TROPHY**, his name, accomplishments engraved on it and \$100. A few weeks before, everybody picked on John, too weak to fight for his rights, **TODAY** everybody admires John's movie star build, **he-man STRENGTH**, his mighty **ARMS**, heroic **CHEST**, slender **WAIST**, rock-like **TORSO**, broad manly **BACK**, wide military **SHOULDERS**, new popularity with the **BOYS** and **GIRLS**. His winning drive in **ALL SPORTS**, his energy at work and studies.

NO! I don't care how skinny or flabby you are, if you are in your teens, twenties or thirties, I'll show you in just 10 thrilling minutes a day in your home, you can make yourself over by the easy, quick method I turned myself from a wreck to a tower of strength and endurance.

YES! YOU'LL ADD INCH upon INCH of **MIGHTY MUSCLES** to your **ARMS**, YOU'LL DEEPEN YOUR **CHEST**, **BROADEN YOUR BACK** and **SHOULDERS**. From **HEAD** to **HEELS** you'll gain **SIZE**, **POWER**, **LIGHTNING SPEED**, **ENDURANCE**. You'll become the **SUCCESSFUL HE-MAN** in **LOOKS** and **ACTS** — a **WINNER** in **EVERYTHING**, **athletics**, **business**, **studies**.

**DEVELOP YOUR 520 MUSCLES
BY THE GREATEST METHOD!**

Friend, I traveled the world,
studying every secret to
PERFECTLY develop your
body. My "5-Way Progressive
Natural Power Method"

IS TESTED-
PROVED by hundreds of
thousands LIKE YOU! **SAVE
YEARS**, hundreds of **DOL-
LARS!** Go as movie stars,
champions — John Sill, Jim
Norman, Tony Pascarella —
did! Mail coupon NOW!

**Pick the
kind of
BODY YOU
WANT**
Check ALL Your
Needs —

**I GAINED
60 LBS.
OF SHAPELY
MIGHTY
MUSCLES**

This Can Be
YOU in a
Short
Time!

BEFORE

Mailing
Coupon
I was a
125 lb.
6 ft.
skinny
weakling



says **JOHN SILL**

I added 7 inches to
MY CHEST, 3 1/2 IN-
CHES to EACH ARM.
No, Pat! You don't
have to be a chick-
en-chested skinny
weakling like I was
only a few weeks
ago.

AFTER

Mailing
Coupon
185 lb.
HEAD-TO-
TOE HE-MAN
POPULAR
ATHLETE
You can
be, too!



This now **MAGNIFICENT, MODERN HERCULES**,
26 yr. old
teacher,
Wm. Butler,

says to YOU: "No
matter WHAT your
age, I advise you to
SEND for the **ABC
WONDER PICTURE
COURSES** at once.
Under the World's
Greatest home train-
ing **BODY BUILDER**
I now have 18 1/2
ARMS, a 52" CHEST
my STRENGTH has
greatly improved. So
have my sports. I have won titles
like "Mr. Virginian," "Mr. State
Y.M.C.A.," etc.



How would YOU
like to have 18 1/2
inch ARMS, a 52
inch CHEST like
this ABC pupil
NOW HAS?

**I BROKE A
WORLD'S
STRENGTH
RECORD!**

JIM NORMAN
became Athlete of
the Year. Lifted
the front End of a 2700 lb.
Car. Quit being a bag-of-
bones weakling like I was.
In 10 minutes of fun a day,
A.B.C. CAN DO FOR YOU
ALL HE DID FOR ME! I
gained 25 TERRIFIC LBS.
of HANDSOME POWER-
PACKED MUSCLES.



AFTER
mailing
coupon
below —
like
you do
NOW.

**WIN
A BIG
Silver Trophy
and \$100
IN CASH**



MAIL THE COUPON TO ME NOW (before it is too late)
and I'll Send You FREE these as John Sill and the others did

5 AMAZING PICTURE-PACKED TEST COURSES

**PLUS BOOK OF PHOTOS OF FAMOUS STRONG
MEN ONCE WEAK LIKE YOU**



MILLIONS were sold at \$1.00. Send for them **ALL
FREE**. Mail Coupon **BEFORE IT IS TOO LATE!**

AMERICAN BODY BUILDING CLUB, DEPT. AC-23, GREAT NECK, NEW YORK
Mail me FREE all 5 WORLD FAMOUS STRENGTH TEST COURSES,
including PHOTO BOOK OF FAMOUS STRONG MEN, once weaklings,
now famous Strong Men, and How to Become one of them.

- ☐ I enclose 10c for mailing and handling.
I am under no other obligation.
I'm checking everything I need to give me the kind of body I want.
☐ I want to gain ... lbs. (fill in). ☐ Triple my strength.
☐ I want to streamline my body, get rid of flabby fat.
☐ I want to add inches of muscle to my ☐ ARMS ☐ CHEST
☐ SHOULDERS ☐ POWERFUL LEGS ☐ SLIM WAIST
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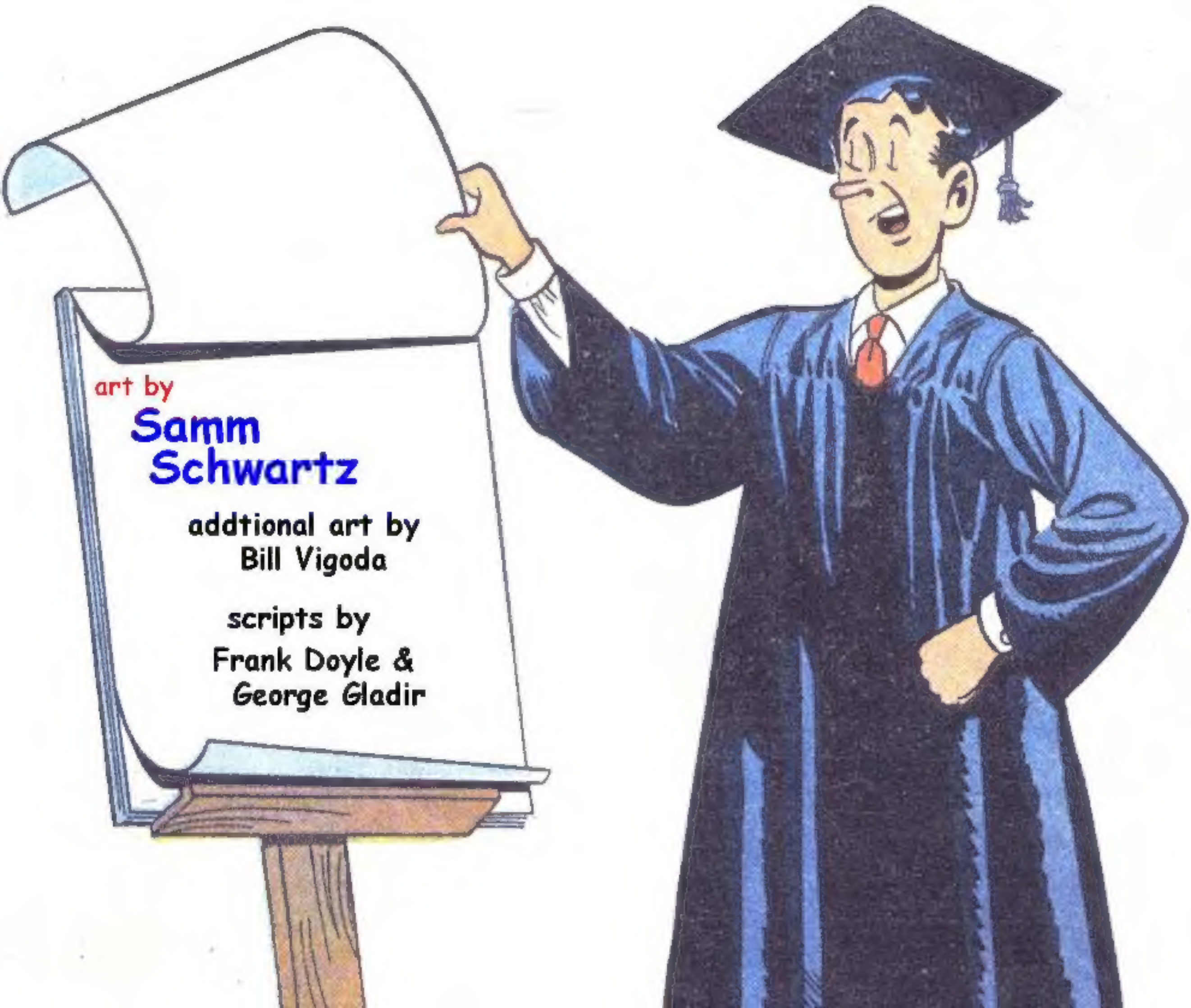
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